"THE CONTRIBUTION OF SOCIAL MEDIA IN THE DEVELOPMENT OF ENGLISH LANGUAGE IN RURAL AREA OF NANDED DISTRICT: A STUDY"

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED, MAHARASHTRA, INDIA

Research Synopsis for Registration of the Degree to Ph. D

In English Under Faculty of Humanities

Researcher

MR. SANGHRAKSHIT MALUSARE LANDGE

(M.A., B. ED, SET)

Research Supervisor

DR. LINGAMPALLE GANESH LAXMANRAO

Assistant Professor, Dept of English,

(Vasantrao Naik College of Arts, Commerce and Science

Vasarni, Nanded-431606)

Research Centre

(People's College Nanded)

JANUARY – 2024

THE CONTRIBUTION OF SOCIAL MEDIA IN THE DEVELOPMENT OF ENGLISH LANGUAGE IN RURAL AREA OF NANDED DISTRICT: A STUDY

INTRODUCTION

We use language to express our feelings, thoughts, ideas, emotions, and intention with others. Evolution of English language is continuous process. Language develops step by step continuously. There are thousands of languages in the world. But English is supposed to be the global language. English is one of the most used languages in the world. Use of English language is widening day-by-day due to use of social media. Every student in schools and colleges are using android gadgets. The technology boosts use of English language in our routine life, particularly in rural areas.

Nowadays, English language practices in various forms such as email exchanges, chat lines, online projects and webinar. People across the world are using social media, for example Face book, WhatsApp, Instagram, YouTube, Chat room, Google Apps, Zoom, Twitter, Skype, and other sites to keep them updated with friends, relatives and colleagues in their day-to-day life. Social media is developed its own words such as Blog, Hashtag, Selfie, Tweet, blogosphere, troll and buzzword.

The Marathi language is native language of Maharashtra. In the world of social media, every language is intermingled. English words are using dominantly in our daily communication through the social media. WhatsApp, Facebook, Instagram, twitter and other social media medium play the important role in day-to-day communication. Its use is increasing rapidly. Even the social media writing is becoming the part of syllabus of every school, college and universities. Use of English language in social media is become inevitable part.

Another evolution in the language of social media is the usage of emojis, abbreviations, acronyms and GIF. Emoticons have been in use since the early days of the internet, before social media emerged. Hence there is big contribution of the social media in the flourishing the English language in rural area. Social Media play important role in the use English language in our day-to-day life. Uneducated people also use the English language. They understand it, write it and read it by using social media. Social media provides user some special feature which can assist user to use English language.

AIMS AND OBJECTIVES:

This particular topic of research focusses on the development of English language through the social media in the rural area of the Maharashtra. This study wants plans pursue research on the students as well as uneducated social media users are using English language in their communication due to the influence of social media. How they are expressing their feelings, thoughts, sending messages by using the English language. It will also study how the social media has brought a new culture phase of communication, which is profoundly needful on abbreviations, and emojis, acronyms etc. It's important to encourage youngster people of this Modern age.

The language used in social media has also influenced our way of life in which we express our emotions. Emojis, GIF, abbreviations and acronyms have become a popular way of expressing it otherwise how we feel about it. The youngsters as well as the adults are using emojis and GIF to express their feelings with their friends, relatives, and colleagues. Nowadays it is a trend, to crush and craze of using these norms in our daily communication due to the impact on social media. The use of emojis is not limited in personal communication, but it has also been accepted in the business world as well as companies use emojis to connect with their customers to create a more personal relationship.

We can find the impact of the social media in the use of language, those who don't know the meaning of English words, such people also understand its meaning. This is also discussed in this topic. There are lots of English words that have become more habitual than our mother tongue. The translation facility from native language to foreign language is available in multiple social media and this is assisting the user to translate Marathi to English or any other language to English. This topic focusses all effective hiding related to the research area.

RESEARCH METHOD

To collect the information from rural area, the social media users are selected from the particular age group and divided in four sections as age15 to 20, 20 to 25, 25 to 30, 30 to 35 and 35 to 40. In these groups, student, social media user and stakeholder are included. The primary research is conducted on the basis of information collected from thesocial media users in the age of 15 to 20, 100 users of 20 to 25 age old, 100 users age 25 to 30, 50 users 30 to 35 and 100 users 35 to 40 years old. The actual picture of rural area of English language development at the secondary level, 10 Secondary level schools (Matriculation), 10 Junior College, 10 Senior Colleges from Nanded district rural areas have been selected.

All over Maharashtra schools/Colleges/Universities conduct equal educational system, like course and textbooks and so on. Furthermore, academic instructional time and academic year of area similar across the regional control of the state. Thus, the study carried out in this area can be generalized to all other parts of state to a certain range. The number of social media users are 400. The study is conducted by observation minutely in the classrooms and distributed questionnaires to students, social media users. The interview took of English teachers/Lecturers. Most of the oral evidences are noted immediately on the spot.

HYPOTHESIS

The hypothesis of the research topic is to find out the contribution of the social media in using English language effectively. To observe the habit of using English such as the acronyms, abbreviations, new words and reuse of the old words. Marathi is the native language of Maharashtra State. English language is used by translating from Marathi with the special feature provided on social media. Secondly, there is improvement in writing, reading, and speaking skill of English due to the social media use. Social media provides multiple facilities to users such as the language translation, spelling corrections, grammar checking, synonyms and antonyms etc. Hence, use of English language became more practical and flexible. The new culture of Emojis, GIF, acronyms, abbreviations increase the interest of usersutilize Englishlanguage in their communication.

PRIMARY SOURCES

The primary sources of the study are data collected through the observation, interviews and questionnaires from the students' classes from 10 to Post Graduatein the selected schools, colleges, and stakeholders of rural area in Maharashtra.

SECONDARY SOURCES

The secondary sources of the study include the different reviews, critical writing, literary criticism available in English will be used. The sample will be selected from different web sites, social media including WhatsApp, Facebook, YouTube, Twitter, Google tools, blog and other social media.

LIMITATIONS OF THE STUDY

The research is carried in rural area of Maharashtra state by questionnaires given to students (Matriculation to Post Graduation) as well as the social media users, stakeholders interviewed and observed including age15 to 40 for this research. This research work does not focus on the people aged above 40. Moreover, as the study is conducted with in some selected schools, colleges and stakeholder of villages. Therefore, the research cannot cover the entire rural area in Maharashtra.

PLAN OF THE STUDY

CHAPTER I

INTRODUCTION: THE SOCIAL MEDIA AND ENGLISH LANGUAGE

Language is the medium of expressing our feelings, ideas, and emotions. In present, the English language is one of the widely used languages in the world. Currently, language learning taking place in various forms such as email exchanges, Google class room, Video conference online projects and webinars. People across the world are using social media, for example face book, WhatsApp, Instagram, YouTube, Chat room, Google Apps, Zoom, Twitter, Skype, and other sites to keep them updated with friends, relatives and colleagues in their day-to-day life. This chapter will focus on the introduction of social media and English Language.

CHAPTER II

THE SOCIALMEDIA AND SPEAKING, WRITING AND READING SKILLS.

The chapter will discuss about dominant role play by social media such as Face book, WhatsApp, Instagram, YouTube, Chat room, Google Apps, Zoom, Twitter, Telegram, Skype, and other in developing the English language learning because it provides opportunities to media user to expand their writing,

reading, and similarly, to read new texts and phrases to improve their vocabulary.

There is new trend developed in the student to use short messages in written, oral form to communicate their feelings and expressions. They are reading messages, blogs, on social media and reply it. The skills of Speaking, Writing and Reading in English language are improving as the result of social media use. They are expressing their feelings, thoughts, sending messages by using the English language. There are lot of videos, audio clips and text available on social media to learn English.

CHAPTER III

THE SPECIAL COMMUNICATION FEATURES OF SOCIAL MEDIA FOR USER:

This chapter focuses on the special features of social media in regard speaking, writing, and reading. Day-to-day the social media is updating as the electronic technology is changing rapidly. Social media apps now providing particular features for users to interface with each other. There are multiple facilities available to communicate such as oral typing, text scanning, translating the languages, spelling error correction, grammar checker, pronunciation practice, synonyms and antonyms. These features are improving the skill of communication.

CHAPTER IV

THE USE OF SPECIAL EMOJIS, ACRONYMS, ABBREVIATIONS AND GIF WITH ENGLISH LANGUAGE IN COMMUNICATION IN THESOCIAL MEDIA:

Social media brings flexibility in use of English language. We can observe the use of emojis, acronyms, abbreviation and GIF become crazy. These things help the users to express their feeling, ideas and thought in short. For example, if sender want to express his / her happiness these emojis 😀😄😁😆 are used, 😠 this emoji expresses the feelings of anger, 😈 the for devil and 👊 this for the pray. There are lots of emojis available for use on social media to express different type of uses feeling. The same thing is about the acronyms (OMG, IDK, ILY, RIP), abbreviation and GIF (Graphics Interchange Format). These are used for quick communication. This chapter will discussthe meaning of use of these things.

CHAPTER V

THE USE OF ENGLISH LANGUAGEIN BANNERS, FLEX, AND ADVERTISEMENT ON THE SOCIAL MEDIA:

Nowadays, invitation of any programme is given through the social media. Invitation cards are created on the social media using different features. Banners, flex are prepared on social media. This topic will be covered how some famous English quotation, thoughts of famous thinkers and idioms are used in the preparation of banners, flex, and advertisement. All this also helps to develop English language in rural area.

CHAPTER VI

CONCLUSION:

This ending chapter will focus the use of English language in social media. The way of speaking, writing and reading. We can find the impact of social media in our routine life. How the English language have become the part of communication. The habit of use of English words, famous quotations, and idioms, abbreviations, acronyms are being used in speaking, writing and reading. The communication done quickly and easily due the use of English language on social media.

Evaluation of all above chapter will be done in this chapter. This chapter will also study how the English language can improve by using social media. There is more scope to the user to make practice of speaking, writing and reading. This will help us to find out the how to use the social media effectively in communication field. Now there is no anyone who is not using social media. So, we can take advantages of it to improve English language among the users. This will also helpful to the teaching–learning process.

BIBLIOGRAPHY:

Primary sources

1. Observation of schools and colleges
2. Interviews stakeholder of rural area
3. Questionnaires social media user
4. MJM-022 Writing and Editing for Print Media (IGNUO).
5. SRTMU Nanded syllabus books (Professional courses) BCA, BBA, BCS, and other courses
6. YCMOU Nasik Books
7. Practical: Print & Online (MJML-020), © Indira Gandhi National Open University, 2020 ISBN: 978-93-90496-02-0
8. MJM-024 Media & Society, © Indira Gandhi National Open University, 2020

Secondary sources

1. https://www.whatsapp.com
2. https://www.facebook.com
3. https://wwwyoutube.com
4. Instagram
5. Google tools
6. Twitter
7. Telegram
8. Thesaurus

Webliography

1. https://www.googel.com
2. https://onlinecourses.nptel.ac.in/
3. Https://en.wikipedia.org/wiki/Social_media

4. https://www.edvolvelearning.com/blog/how-is-social-media-changing-the-english-language-guest-post#:~:text=Develops
5. https://ijmir.org/doc/Vol-2-No-1-2022/Paper%202_Archana_English_15-19_Significance%20of%20English%20Language.pdf
6. Social Media Writing in English Books
7. https://education.nationalgeographic.org/resource/resource-library-evolution-language/
8. https://www.ignou.ac.in/
9. https://ycmou.digitaluniversity.ac/
10. https://egyankosh.ac.in/handle/123456789/59414

Researcher

Sanghrakshit Malusare Landge

Research Supervisor

Dr Lingampalle Ganesh Laxmanrao

Assistant Professor

(Vasantrao Naik College of Arts,Commerce and Science Vasarni, Nanded-431606)